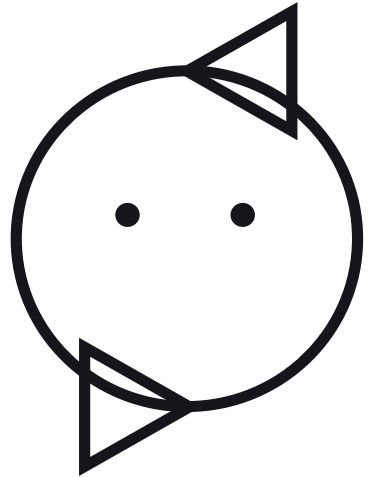






# ABOUT US

Somewhere in the outer space  
Our fairy tale begins like this...  
Behind seven hills and seven seas, on the signing cloud, there was born Tiny Lulu. Two moms invoked him. Two moms and four kids. Together. As a family. Tiny Lulu is a friend to all girls and boys. Equally. It itself carries a message much stronger than a gender. Unconditional love and dedication. Tiny Lulu is a magical listener and knows the right words of consolation. But it can be funny beyond words. It is there for all the children. For their parents as well. And secrets... It keeps them with special attentiveness and caution. That's why it is also called SECRET LULU (game of words in Serbian TINY-TAJNI that is SECRET LULU)



On planet Earth..

We are Nevena and Marija. Listening about imaginary friend and looking at a handful of kids' drawings the desire to create Tiny Lulu was born. Truly gifted and talented Stefan made all Lulu's ideas become reality. The wish was to participate together with our children in the entire process of making a brand from it's very first beginning.

We would love Tiny Lulu to outlive us based on the principles we teach our kids.

Our goal is not mass production but the importance and the strenght of an individual. Limited edition made with commitment, love and without compromise.

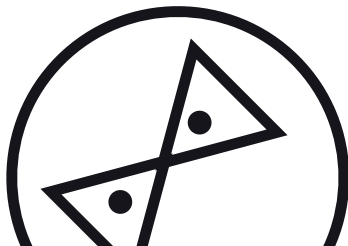
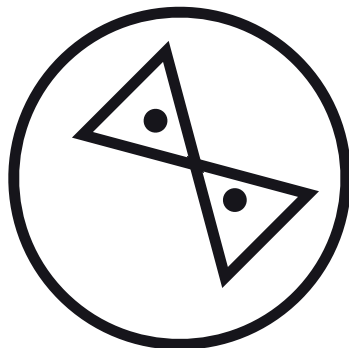
As we do for our children we do for all the children.

# ABOUT THE BRAND

Tiny Lulu is a kid's brand based in Serbia, exists only a year, but is noticed around the Globe. All the products, both clothes and accessories are handmade and made with love to support everyday kid's needs. With minimalist design Tiny Lulu differs from majority of kids' brands, making kids and parents fall in love with the total philosophy of the brand and its products.

Tiny Lulu is more than its products - Tiny Lulu is a friend to all girls and boys. Equally. IT itself carries a message much stronger than a gender. Unconditional love and dedication. If you look carefully at the logo, you will see it - consisted of simple graphic elements, a girl with hair ribbon when turned down she becomes a boy with a bowtie.

Tiny Lulu star product is definitely swimwear for girls and boys, model called Basic that hides Lulu on different places. When one likes and gets used to our pattern of product, he/she can easily shop the same pattern, different design and material each season. It is challenging but joyful to design unisex products - in order to point out comfort of clothes rather than differences between genders.



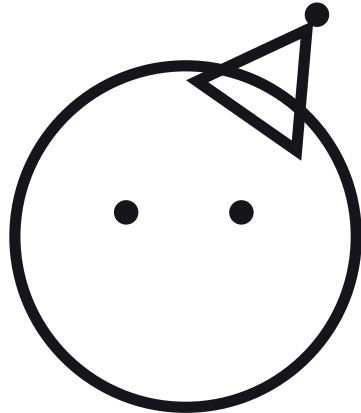
# MATERIALS AND PATTERNS

Since we make all the products primarily for our kids and then for all the kids of the world, we pay a lot of attention to :

- **Material** - whenever it is possible and the production allows it, we choose natural materials, we prefer cotton, linen and wool in their various forms. At the same time, swimming suits are made of first class lycra which dries quickly, does not stretch and doesn't pale in the sun which makes wearing costumes much more pleasant for the children.

- **Model** - the message the brand carries itself states that people behind Tiny Lulu are trying their best to give the children a choice which doesn't divide them to boys and girls- therefore each collection has also unisex products

- **Cut** - our brand is based on trust which is closely related to the founders and to each product as well. This is why Tiny Lulu products have similar or identical cut in each season so if you find adequate product in summer collection, there is no option for mistake in each other season.



# COLLECTIONS

## SUMMER 2017 / BEGINNING

We launched our first collection in July 2017 at the Serbian market. New brand was made, establishing internal organization, testing and assaying the market and determining aspects of online communication.







**SUMMER 2018**

*MAKING COLLECTION  
PARTNERSHIP/SELLING PLACE*

For this season we prepared the collection on time, reached and found reliable suppliers and concept stores which share the same brand characteristics, both esthetics and philosophy.





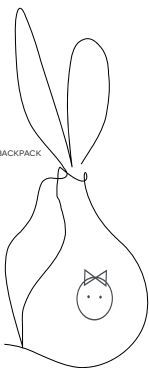
## SUMMER 2019

## GOING ABROAD

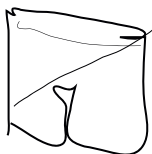
Since we have succeeded in previous two years to move forward regarding our internal organization, partnerships and B2C and B2B communication, the mail plan for the next year is export abroad.

COLLECTION – product placement base on sketch

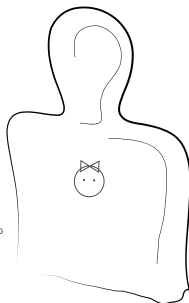
TINY LULU BACKPACK



TINY LULU BASIC BOYS



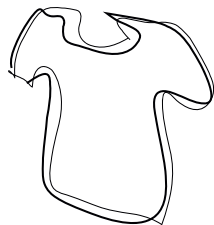
TINY LULU PONCHO



TINY LULU ONESIE



TINY LULU T-SHIRT



TINY LULU GIRLS BEACH DRESS



TINY LULU GIRLS FINS

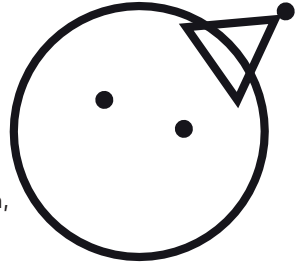


TINY LULU BASIC GIRLS



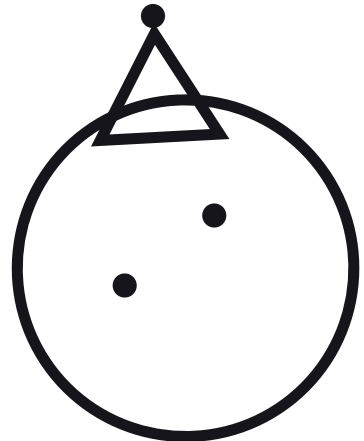
# MISSION AND VISION

Happy kids, happy parents, happy swim,  
happy walk, happy brand  
Tiny Lulu keeps your secrets safe.



# CONTACT

TINY-LULU.COM  
@TINY\_LULU\_KIDS





TINY LULU

